



## Tourism Tuesday

### A Message from Director:

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Good afternoon,

If you haven't done so already, please mark your calendars for National Travel and Tourism Week, which begins on May 5.

This special week—an annual tradition within the U.S. travel community since 1983—is an occasion for tourism professionals across the country to celebrate the value travel holds for our economies, businesses and personal wellbeing. This year's theme for National Travel and Tourism Week is "Travel Matters," which couldn't be truer in Arizona, where tourism is a \$22 billion industry that directly supports 187,000 jobs.

The U.S. Travel Association does a great job of creating resources for DMOs, businesses and communities that want to participate in this event, in big ways or small. Download the [National Travel and Tourism Week Toolkit](#) for a sample proclamation, press release or blog post; you'll also find media talking points, stats and a tweet sheet.

If you're a U.S. Travel Association member, you can also register for an April 23 webinar entitled "[Showcasing Why Travel Matters](#)," which will demonstrate how you can engage with this year's event themes.

For Travel and Tourism Week this year, one of the efforts AOT is planning will be partnering with [Cruise America](#) on a shared- and earned-media campaign built around the giveaway of a one-week RV rental (more on that in future Tourism Tuesday newsletters). And I saw that our friends at the Flagstaff CVB are hosting a "Tourism Service Day" on May 8, inviting the public to pick up litter downtown and enjoy a complementary lunch.

I hope you'll consider joining us by adding your Arizona voice to this nationwide celebration.

Debbie Johnson  
Director, Arizona Office of Tourism  
[@AZTourismNews](#)

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**AOT in Action**

### **AOT Leads Arizona Delegation to Washington, D.C.**

Leaders from Arizona's tourism industry, including AOT, met in Washington, D.C. last week for the US Travel Association's seventh annual Destination Capitol Hill. Arizona's delegation met with Senator's Kyrsten Sinema and Martha McSally, along with several House staff members to discuss numerous issues important to Arizona's travel industry. In fact, we were able to meet with every office in Arizona's Congressional Delegation. In addition to communicating our industry's impact on Arizona's economy, we also discussed renewing Brand USA, renaming and expanding the Visa Waiver Program, investing in America's travel infrastructure, and addressing national park's deferred maintenance backlog.

Thank you to all of our partners who joined us for this year's event. Our ability to educate our elected officials on the impact of travel is strengthened when we join together. We would also like to thank Senators Sinema and McSally, as well as the staffers in the House, for taking time out of their hectic Hill schedules to meet with us.

### **AOT Hosts UK Press Trip**

To promote the new nonstop flight between London and Phoenix that recently launched, AOT, in partnership with American Airlines, hosted a group of British travel writers from the UK. The group visited Phoenix, Sedona, Flagstaff, Grand Canyon National Park and Mesa. Along the way, they saw the sun rise over the Sonoran Desert, experienced the red rocks of Sedona, explored the lunar legacy of Flagstaff, had a helicopter tour over the Grand Canyon and saw how olive oil is produced along the Fresh Foodie Trail. We would like to thank all our partners who did an outstanding job in welcoming them.

### **AOT Secures Coverage for Route 66 in *BA High Life***

Through a collaboration with *BA High Life*, AOT's media relations team secured coverage of Arizona's segment of Route 66 and its 91-year-old champion Angel Delgadillo. The article, "[Mayor of the Mother Road](#)," covers Angel's efforts in keeping Route 66 a viable tourist experience, along with ideas on what to see and do while driving the Mother Road. This edition of *BA High Life* is on board all British Airways flights now. The magazine reaches an estimated 3.6 million readers monthly.

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## **Upcoming Events & Activities**

### **May 5-11**

#### **National Travel and Tourism Week**

National Travel and Tourism Week 2019 is May 5-11, with Travel Rally Day on Tuesday, May 7. This year's theme is Travel Matters. Resources are available for you to reach out to media and elected officials, plan local events and stage effective activities at [ustravel.org](http://ustravel.org).

### **June 1**

#### **[KJZZ Arizona Storyfest](#)**

Arizona Storyfest is produced by KJZZ 91.5 FM and is a free fun-filled family event that features storytellers, authors, and the Arizona's entertainment and tourism destinations. KJZZ 91.5 FM would like to invite you to exhibit at this event.

### **July 22-24**

#### **Governor's Conference on Tourism**

The Arizona Governor's Conference on Tourism provides its attendees the opportunity to exchange ideas with peers, learn from expert panelists, draw inspiration from nationally renowned speakers and discover cutting-edge products and services.

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## Industry News

### [Travelocity Finds That More Travelers Want to Volunteer on Vacation](#)

Volunteering on vacation is one of the fastest growing travel trends in 2019, according to a recent survey from Travelocity®, with one-in-four (27 percent) U.S. travelers reporting they plan to volunteer on a trip this year and more than two-thirds (65 percent) citing that they've volunteered on a previous vacation. – *Travel Pulse*

### [How to Find the Right Partners for Your Instagram Influencer Marketing Campaigns](#)

Finding the right influencers for your marketing campaign can be a bit of a challenge, so it's important to research and set clear goals for your campaign. Here are six things to keep in mind when deciding whether or not to partner with an Instagram influencer. – *Later*

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## Did You Know?

Out of nearly 47,000 miles that make up the nation's interstate system, Arizona stands out. Specifically, a 63-mile stretch in the southern part of the state. [Interstate 19](#) is the country's only continuous highway that lists distances in kilometers, not miles. Starting just north of the border at Nogales, Interstate 19 stretches 101 kilometers to Tucson.

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## Statewide Calendar of Events

Visit [www.VisitArizona.com](http://www.VisitArizona.com) to find information on all the exciting [events, festivals and activities](#) held throughout the Grand Canyon State!

## Connect with the Arizona Office of Tourism!

Become a fan on Facebook! <http://www.facebook.com/arizonatravel>

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